



# PARTNERS

Partnership In  
Maximizing Category Profit

Pine Lesser

Program Period:  
January - June, 1996

*RJ Reynolds*  
Tobacco Company

51849 2620

## Pine Lesser Potential Annual Program Earnings

<u>Earnings Per Carton</u>	<u>Potential Payout</u>
\$ .03 (info. only)	\$8,292.00
\$ .11 (info./maintain SOM)	\$30,405.00
\$ .21 (RJR/realistic payout)	\$58,047.00
\$ .44 (Max Payout)	\$121,622.00

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Tobacco Company

# Recommendations to Achieve Plan

- Pack and send out VAP promotions as soon as product/displays arrive.
- Pack and sell DPC promotions to agreed targeted accounts.
- Provide promotional allowances to sales people/telemarketers to sell DPC to targeted accounts.
- Continue to black line and sticker product for prebooked orders.

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